

Business and Economic Development Report

HAINES SQUARE OVERVIEW

OCTOBER 12, 2016

Agenda

- Community Engagement
- Recommendations – Big Picture
- Recommendations – Haines Square Themes
- Implementation Timing



Community Engagement

- Five outreach workshops conducted during February/March
- Medford Square, Haines Square, Hillside, South Medford and West Medford
- Attendees, 50 – 60 people at each session
- Over 700 inputs across a broad range of topics



Community Engagement

- Inputs organized in the following categories:
 - * Streetscape Improvements/Beautification
 - * Circulation (vehicular, pedestrian, bike)
 - * Safety (mainly for pedestrians and cyclists)
 - * Business Development and Marketing
 - * Development (new construction, mixed-use development)
 - Maintenance
 - Planning / Zoning
 - Promote Assets

Note: * Indicates top five categories



Recommendations – Big Picture City Administration

- **WHAT** – City Hall to focus on business growth for community.
- **WHY** – Set proactive direction that leads implementation activity.
- **HOW**
 - Update City Hall organizational structure.
 - Create strategic planning to guide departments.
 - Make change visible within City Hall.
 - Define objectives, develop plan/schedule for implementation.
 - Take the plan “on the road”.

Communicate, Communicate, Communicate

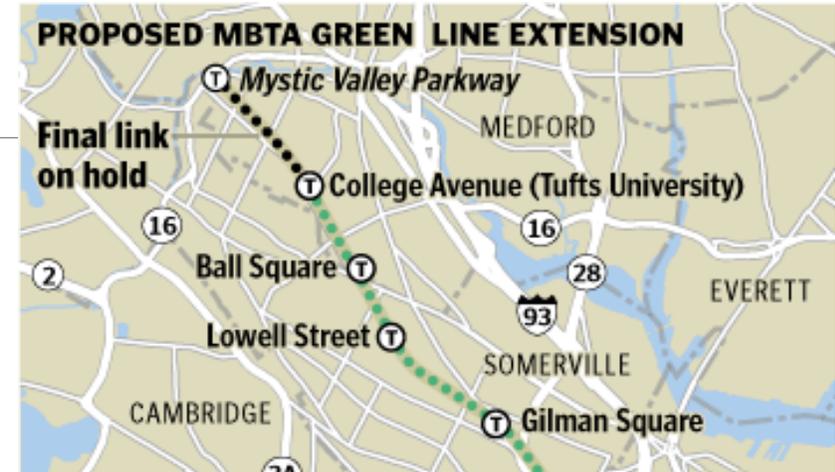
Recommendations – Big Picture City Administration

- Expand Office of Community Development to encompass:
 - Strategic Planning
 - Economic Development
 - Transportation Planning
- Consult with MAPC for technical assistance to determine best organizational practices
- Conduct new business recruitment, team with Chamber of Commerce.
- Establish Economic Development Council (EDC) to create partnerships
- ✓ Establish a “How to do Business Guide” for the City of Medford.
- Establish a “How to Conduct Development Guide” for the City of Medford.
- Establish Design Guidelines and potential to update zoning.
- Cultivate and strengthen relationships with Tufts University.
- City to consider an integrated rebranding effort, including our history.



Recommendations – Big Picture Citywide and Regional

- Plan for development opportunities
 - Green Line extension corridor.
 - Wynn Casino project.
 - MassDOT and DCR for changes to Route 16 and access to the Mystic River.



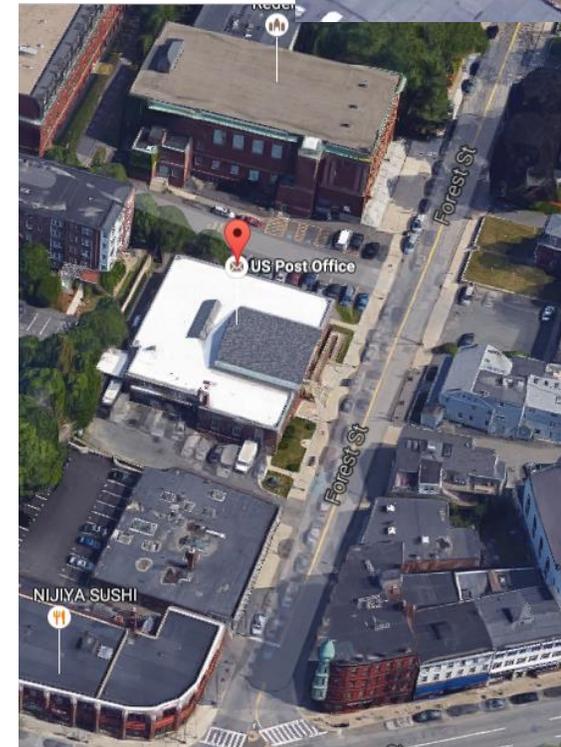
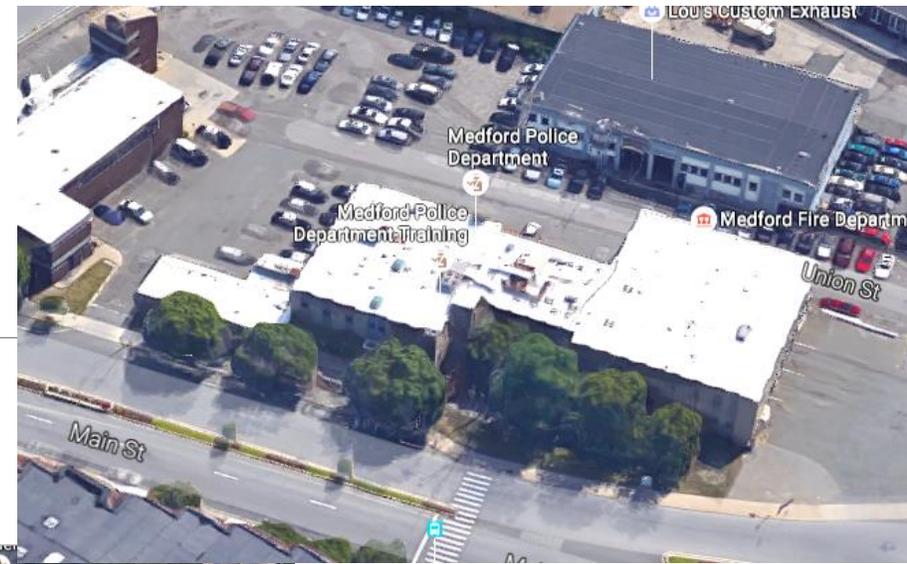
Recommendations – Big Picture Citywide and Regional (cont'd)

- Recommend to MassDOT the replacement of the Route 16 overpass over Main Street
 - Similar to Somerville and MassDOT plan with “Grounding McGrath”.
- Use “grounded Route 16” to create improved connection to the Mystic River and infill opportunities.
- Recommend closing Clipper Ship Drive as a street to create improved access to the Mystic River.



Recommendations – Citywide and Regional (cont'd)

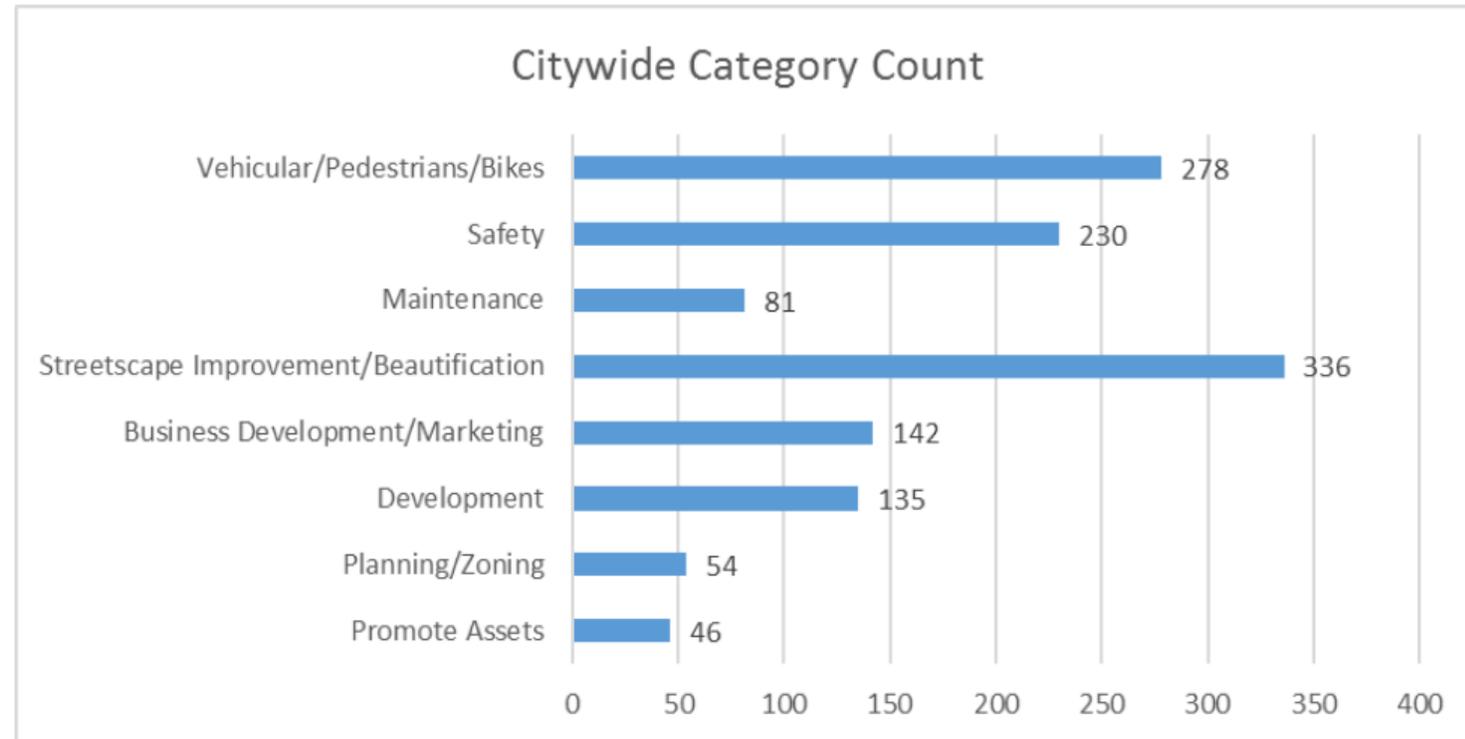
- Sell the municipal land where the current police and fire stations are located.
- Build new station with proceeds from infill development to help pay for a new facility.
- Transfer federal Forest Street Post Office to the city of Medford.
 - Identify alternative location for the post office.
- Transfer the Salem Street MBTA car barn facility to city of Medford.
 - Identify alternative location for the bus facility.



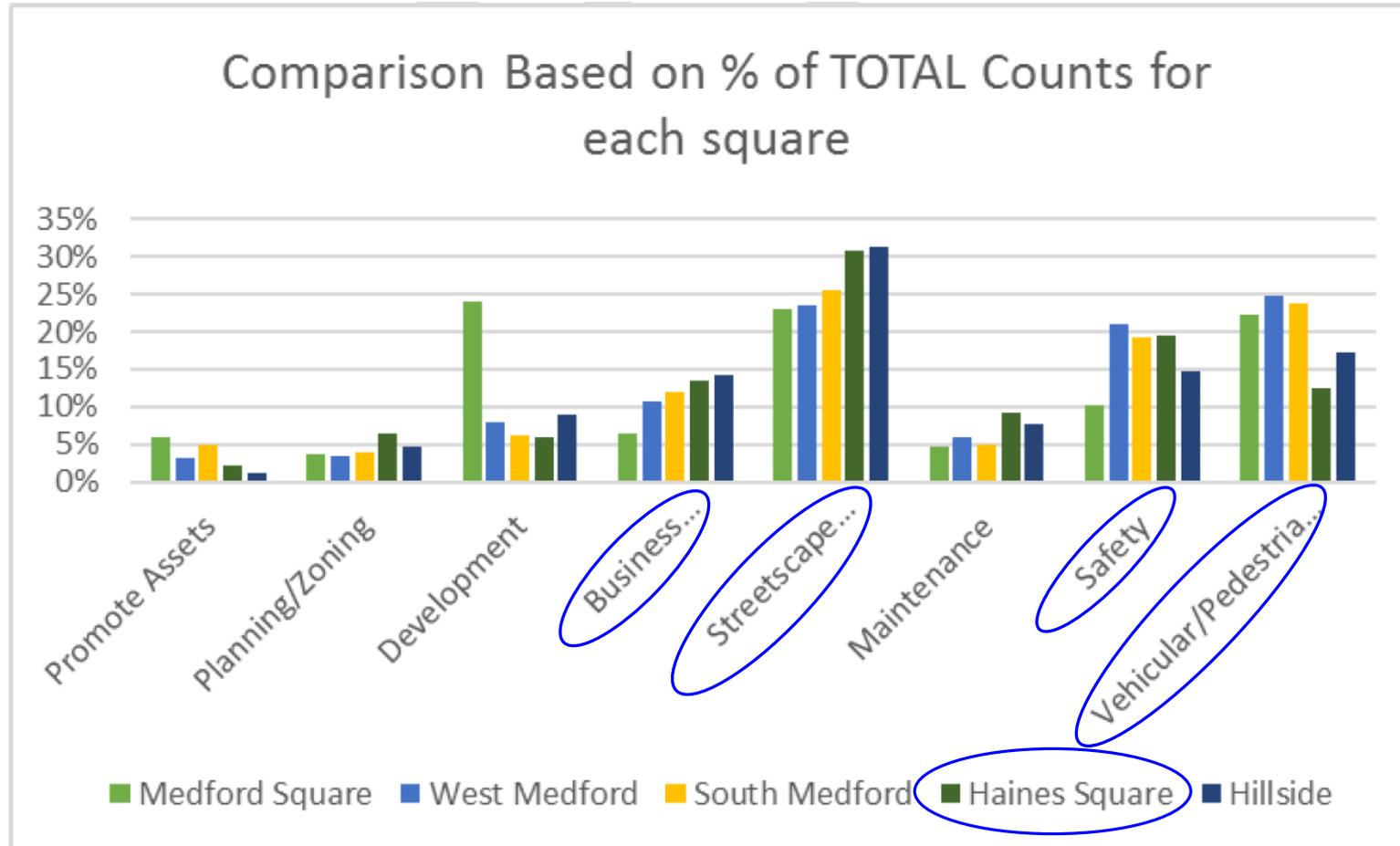
Community Engagement - Citywide

Overall, the five categories that received the greatest number of comments were:

- 1) Streetscape Improvements/Beautification
- 2) Circulation (vehicular, pedestrian, bike)
- 3) Safety (mainly for pedestrians and cyclists)
- 4) Business Development and Marketing
- 5) Development (new construction, mixed-use development)

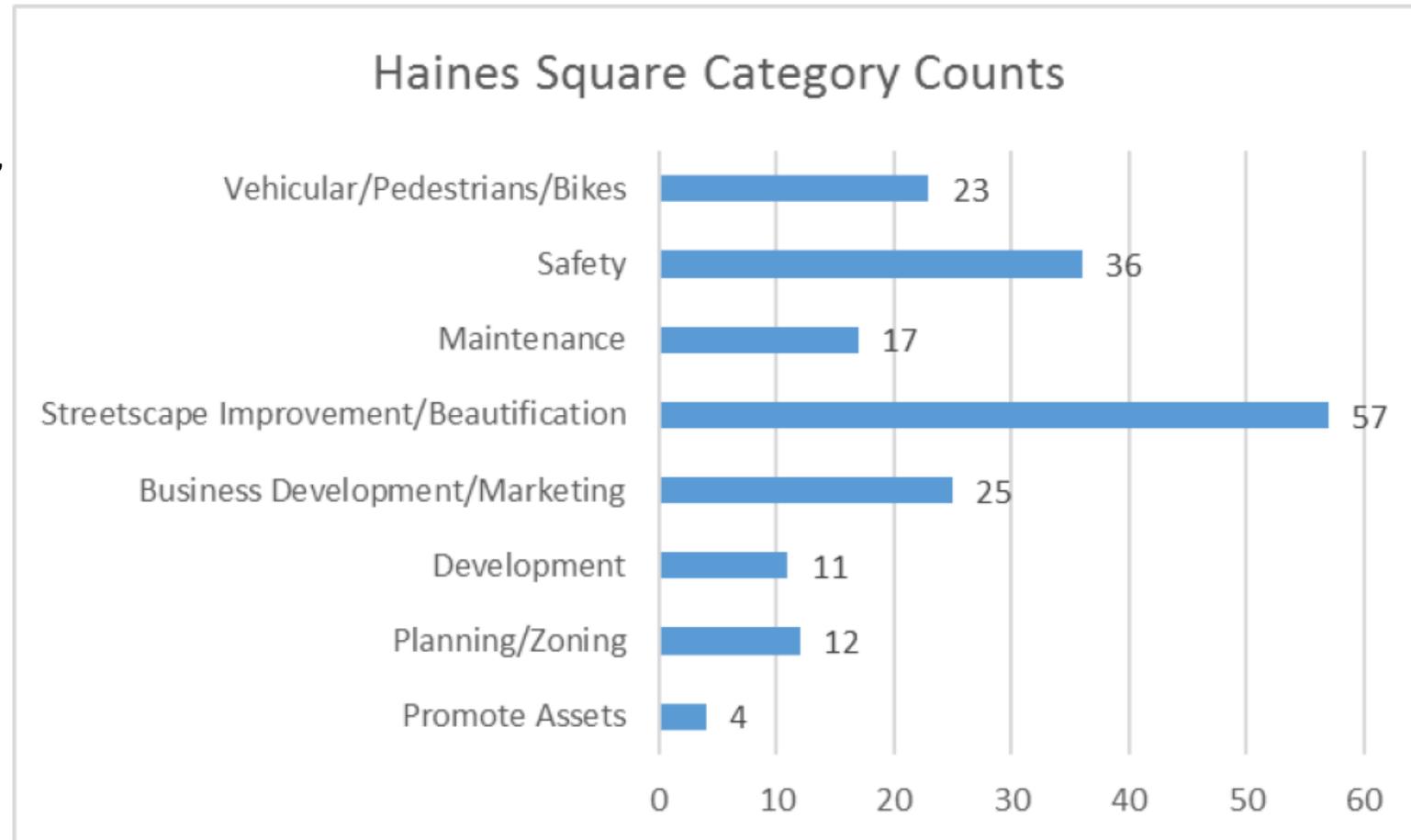


Recommendations – Squares' Main Themes and Drivers



Recommendations – Haines Square Main Themes and Drivers

- 1) Streetscape Improvements
- 2) Circulation (vehicular, pedestrian, bike)
- 3) Safety (pedestrians and cyclists)
- 4) Business Development and Marketing



Revitalization – Haines Square

- Reconfigure the area at the intersection of Salem and Spring Streets to create a public space adding landscaping, trees, planters and benches.
- Incorporate safety techniques including visible crosswalks, ADA compliance, bollards, etc. around the newly created space at the triangular intersection area.
- Raised crosswalk and curb extensions to promote safety and calm traffic.
- Implement storefront façade program.
- Super market parking lot, street side improvement.
- Transfer ownership of MBTA Property on Salem Street to city of Medford.



Implementation Timing

■ **Start - 1 to 6 months**

- Square specific streetscape and beautification improvements
- City Administration changes to create business focus – organization, plan and communication
- Create city organization connections, Chamber of Commerce, etc
- Conduct internal improvements, how to do business guide, design standards

■ **Intermediate 7 – 12 months**

- Investigate land swaps and contact Federal/State agencies (UPS and MBTA)
- Zoning updates
- Green Line, Wynn Casino, DCR Condon Shell and Mystic River planning
- Medford Square RFI and RFP parcel development

■ **Over 12 months**

- Management implementation activities for first 12 month's recommendations